Source: https://www.industrydocuments.ucsf.edu/docs/klip0003
2061035711

2061035711

WELCOME TO PRIVILEGES CLUB MAGAZINE

A New Kind of Magazine For People Who Like To Smoke.

In our experience, people who like to smoke Benson & Hedges have equally discriminating tastes about everything they want in life.

That is why we have created this new magazine which will come to you in the mail with our compliments, full of articles about things worth doing or having. Each issue of the new Benson & Hedges Privileges Club Magazine will bring you an insider's guide to the outside world.

In this issue, for example, you can learn how to spend your next vacation sailing on a yacht through paradise on one of several "Dream Charters." Or discover how to "Live Like a King" in Europe's Castle Hotels....royal vacations you don't need a crown to afford. You will savor the chance to brush up on the recent history of a new American revolution in "Wine With Food," and movie buffs will find "Tops in Tapes" essential to building their video library.

We know you will enjoy reading this and future issues of Privileges Club Magazine. You will find it an important addition to your reading pleasure because quality matters to you.

10 mg "tar" 0.7 mg nicotine per cigarette, FTC Report Feb '85.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

CONTENTS

Dream Charters 4
Tops in Tapes 8
Wine with Food 10
Live Like a King 12